

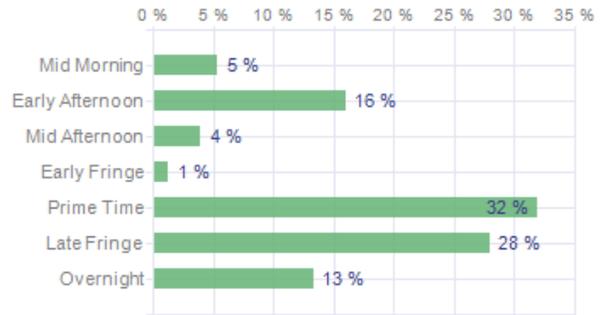
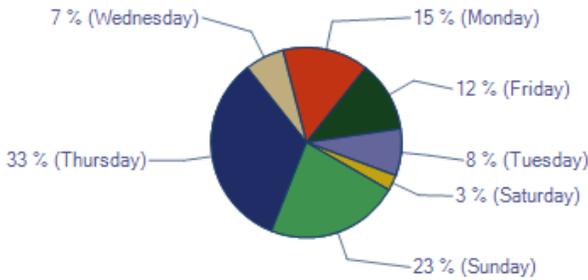
Carriage Summary

New Madrid: The Earthquakes of 1811-1812

6/30/2012 - 12/1/2012

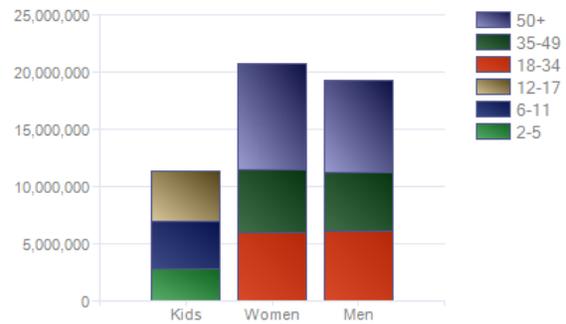
	Telecasts	Stations	Markets	States	% Coverage
All Stations	75	43	27	13	17.36 %
Main Channels	43	25	19	9	11.94 %
Primary Stations	21	13	13	7	4.53 %
Metered Stations	20	10	9	8	13.51 %
Nielsen Channels	46	24	17	9	11.58 %

Distribution of Airings by Day and Daypart



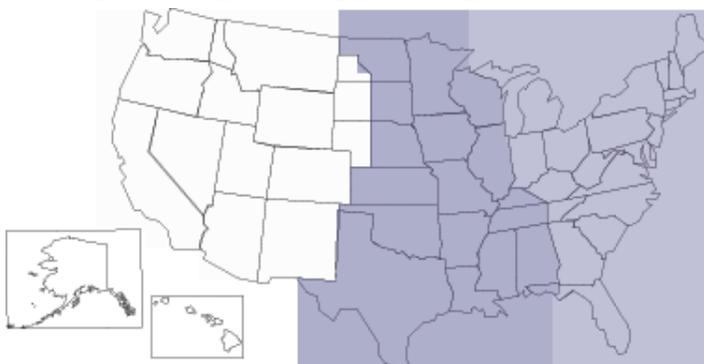
Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			51,461,416
DMA Households			19,820,600
Kids 2-5			2,825,283
Kids 6-11			4,187,823
Kids 12-17			4,345,904
Adults 18-34	6,088,613	6,053,837	12,142,450
Adults 35-49	5,192,279	5,399,149	10,591,428
Adults 50+	8,045,349	9,323,179	17,368,528



Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
0 %	3 %	3 %	53 %	41 %



Penetration by Market Rank

Rank	Percent
Top 25	16 %
26 to 50	16 %
51 to 100	14 %
101+	11 %

Episodes

Century	Percent
Unknown	100 %